

### **ABSTRACT**

The present invention relates to a contact lens inserting and handling device having a suction cup at one end thereof. A portion of the inserting and handling device is deformable upon the application of pressure thereon by a user and thereby permits the formation of a vacuum on the inside of the inserting and handling device when the user seals air from around the inserting and handling device from entering through a vacuum bleed hole. Also disclosed is a contact lens storage container which permits reversal of the concavity of the contact lens.